

THE CONNECTION

February 2010

GEHA Participates in Kansas City Corporate Challenge

The Kansas City Corporate Challenge is an Olympic-type event that lets Kansas City-area corporations interact with one another through a variety of sporting events. There are 26 events in which participants have the opportunity to work and play as a team, to network, to promote health and wellness, to facilitate camaraderie, and to challenge their minds and bodies. In addition, money from each company's entry fee is donated



to the Special Olympics of the Kansas City Metro.

GEHA participated for the fourth straight year. There were more than 165 GEHA employees participating, including members of the Client Relations & Sales team: Jessica Bennett, Gina

Bowers, Mark Coyne, Joy Dendish, Janna Gates, Denise Guthrie, Marty Keene, Brian Miller and Ryan North. Our Vice President, Joe Witkowski,

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placed first in his division in the 5K run. Points are awarded for participation and placement in each event. GEHA has continued to move up in overall placement each year. In 2009, we placed 13th out of 18 teams in our division.

PPO USA Introduces a Rewards Program for Loyal Clients

In 2009, PPO USA unveiled its PPO USA Rewards Program. This program was developed to show appreciation to our loyal clients. Membership is open to current clients who lease any of our networks: CONNECTION Dental, CONNECTION Hearing, CONNECTION's Avesis Vision or PPO USA Medical. The program offers many benefits that increase the value of a partnership with PPO USA. Value-added offerings



such as preferred pricing, enhanced network reporting and guaranteed turn-around times are all included with your membership.

"We are excited to offer unique opportunities to PPO USA clients who participate in our new

Rewards Program," said Mark Coyne, National Sales Manager. "Loyal clients benefit from a two-year rate guarantee, expanded network

reporting, priority turn-around, and on-site network support. We are continually seeking new and innovative ways to help make our clients more competitive."

Registration is free and simple. Please visit ppousa.com/rewards or call 877-477-6872 to speak to a Sales Executive for more details.

Client Relations Corner

Provider Recruitment

CONNECTION Dental continues to aggressively recruit providers throughout the United States. One of the most effective tools we have is nominations received from patients who are currently using a non-participating provider. When our recruitment specialists are able to provide current patient names to office managers, their opportunity for success is greatly increased.

You or your insureds can send nominations to us directly through our website at www.ppousa.com. A second option is to provide Client Relations with claims utilization information for highly utilized non-participating providers. We will work with the network recruitment staff to target these providers. Please contact your Client Relations Account Representative for more details.

Upcoming Events...

September 13-14

A PPO USA representative will attend the Texas Association of Benefit Administrators (www.tpbaa.com) Fall Conference at the Sugarland Marriott Town Square in Sugarland, Texas.

September 21-23

PPO USA will exhibit at the National Association of Dental Plans (www.nadp.org) Annual Conference at the Sheraton Seattle Hotel & Towers in Seattle. Please stop by our booth in the exhibit hall.



PPO USA Joins Twitter!

In an effort to increase the avenues of communication with our clients, partners and industry contacts, we have added Twitter to our communication mix. We plan to post industry-related news, articles and company events on Twitter. Updates are available on the web and through various Twitter application tools.

Twitter users may view our profile and follow our posts at twitter.com/PPOUSA

NETWORKS – BY THE NUMBERS



As of January 2010, Medical Network states included: AL, AK, CO, ID, IA, LA, MN, MS, MT, NE, NV, NM, ND, OK, SD, TN, UT, WV, WI and WY

- 179,840 Participating Physicians
- 8,562 Facilities
- 1,433 Hospitals



As of January 2010, the nationwide CONNECTION Dental network consisted of:

- 72,232 Participating Provider Locations, and
- 40,579 Individual Participating Providers.